



**2021 REQUEST FOR PROPOSALS FOR  
WEBSITE DESIGN AND DEVELOPMENT**



## Delta Regional Authority: Request for Proposals (RFP) for Website Design and Development

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### INTRODUCTION

The Delta Regional Authority (DRA) is soliciting responses to this Request for Proposals (RFP) from qualified contractors to provide website design, development, hosting, and content migration services for [www.dra.gov](http://www.dra.gov).

DRA is seeking a contractor with demonstrated experience in managing website development projects and expertise in best practices for website design, development, and deployment. Contractors that have substantial experience working with public entities (i.e. federal or state government) and grantmaking agencies are preferred.

Any prospective responders to this RFP should review the following important dates and deadlines:

RFP Release Date	February 16, 2021
Contractor Questions Deadline:	March 19, 2021
RFP Submission Deadline	<b>March 26, 2021</b>
Selected Interview Date ( <i>anticipated date</i> )	April 6, 2021
Notice of Selection ( <i>anticipated date</i> )	April 12, 2021
Project Start Date ( <i>anticipated date</i> )	April 19, 2021
Delivery and public launch ( <i>on/by</i> )	December 31, 2021

### DELTA REGIONAL AUTHORITY | OVERVIEW

The Delta Regional Authority is a federal-state partnership that helps create jobs, build communities, and improve lives for those residing in the Mississippi River Delta and Alabama Black Belt regions (“DRA region”), which include 252 counties and parishes in Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee. Established by Congress through the Delta Regional Authority Act of 2000 7 U.S.C. § 2009aa1-13, DRA makes strategic investments of federal appropriations into the physical and human infrastructure of DRA communities. DRA leadership is comprised of the governors of the eight states, a federal co-chairperson, who is appointed by the President of the United States and confirmed by the United States Senate, and a presidentially appointed alternate federal co-chairperson. Working in partnership with DRA, local participation is supported through 45 local development districts.

## PROJECT BACKGROUND

The project seeks to redesign [www.DRA.gov](http://www.DRA.gov) and migrate to a new Content Management System (CMS). The new DRA website needs to be organized, easily navigable, and informative for the agency's key audiences.

For this project, DRA's strategic goals include, but are not limited to, the following:

- GOAL 1:** Increase traffic and engagement on the website with DRA stakeholders, collaborative partners, and the general public.
- GOAL 2:** Develop a website that DRA staff can be easily update with reasonable technical skills.
- GOAL 3:** Develop a website that is accessible to those with disabilities.
- GOAL 4:** Ensure seamless integration with external components (i.e. media management system, social media platforms, and program portals).
- GOAL 5:** Increase search engine visibility.

## SCOPE OF WORK

The website will convey DRA's external messaging to stakeholders, partners, and the general public to increase awareness of DRA's mission and programs, to inform of funding opportunities and encourage leadership for a positive impact on the region.

DRA is seeking a proposal to rebuild [www.DRA.gov](http://www.DRA.gov) on a modern, scalable content management system (CMS). The CMS must include, at a minimum, the following specifications:

- Provide publishing workflows the support DA's content approval, versioning, staging, and editing processes.
- Provide publishing tools that let DRA content creators produce structured and relatable content, with flexible layouts and simple tools for enriching DA content with images, videos, etc.
- Follow security and search engine optimization best practices.
- The technical architecture must be built for various integrations DRA requires, and have the ability to connect third-party systems via well-established APIs.
- Provide flexible functionality though CMS so DRA staff can more efficiently grow and interact with DRA's audiences.

## WEBSITE FEATURES

In addition to creating the tools described throughout this announcement, the following functions among others to be agreed to, must be incorporated:

- **CONTENT MANAGEMENT SYSTEM:** Configure the development and staging environments, install the CMS, and perform configurations to provide user access, roles, and permissions.
- **POST TYPE CREATION AND CONFIGURATION:** Create custom post types and configure the required custom fields as described in the content model. Content types could include but are not limited to the following:
  - Profiles (Leadership, Board Members, Staff, etc.)
  - Program Areas
  - Data Reports
  - Research Reports
  - Grants and Programs
  - Fact Sheets and Infographics
  - Publications
  - News
  - Press Releases
  - Events/Calendar of Events
- **TAXONOMIES:** Create the vocabularies and terms described in the content model to classify and organize content on the website and support search capabilities.
- **MAPS:** The site should support the embedding of ArcGIS maps and allow site editors to easily include maps in the various post types.
- **EDITORIAL WORKFLOW:** The site should allow site editors to create and edit draft content as well as schedule content to be published at a specific date and time.
- **LAYOUTS AND SUB-SECTIONS:** The site editors should have the ability to use different layout elements to create branded “sub-sections” and special landing pages, accommodate and integrate “orphan sites” and include various programs and initiatives that DRA would like to include on [www.dra.gov](http://www.dra.gov).
- **CONTENT EDITING:** The site should allow site editors to easily insert text and images in content via a WYSIWYG editor without requiring the ability to write HTML. This includes the ability to include photo captions, to upload images to the media library, and scale and crop images in the editor.
- **SEARCH:** There should be a robust, easy-to-use search engine to find content via a keyword search. Implementation of faceted search with the following facets available to filter search results:

- Content Type
- Taxonomy
- Date

Additionally, the implemented search appliance shall be capable of indexing the content of uploaded documents, so they are returned in search results.

- **ARCHIVING:** The site should allow site editors to mark content as archived to indicate that information may be out of date or no longer updated.
- **PORTALS:** Site will include integration of the following DRA portals:
  - DRA Funding Portal
  - Delta Doctors
  - Delta Workforce Program
  - Delta Leadership Institute
  - Any additional portals that may be created after the launch of the website
- **CONTACT FORMS:** The site should feature a contact form that allows site editors to easily create forms on an as-needed basis and determine how form submissions are processed.
- **SOCIAL MEDIA:** The site should integrate with social media platforms in order to increase audience reach and engagement. The site should include a plugin such as AddThis to allow users to share, bookmark, or link to a page or graphic via Twitter, Facebook, Instagram, LinkedIn, YouTube, email, etc.
- **EVENT REGISTRATION:** The site should allow site editors to easily imbed Eventbrite or other similar registration links in event posts so that site visitors can easily register for DRA and partner events.
- **VIDEOS:** The site should allow site editors to easily imbed YouTube (or other similar platforms) videos into website pages in a manner that render properly across various screen sizes.
- **NEWSLETTER:** The site should allow site visitors to easily subscribe to DRA newsletters via an embedded subscription form with relevant calls to action.
- **SEO:** The site should be configured to support SEO best practices, include the required metadata, output standards-compliant content, and automatically generate an XML site map.
- **CONTENT MIGRATION:** Migration schedule oversight and page design support as DRA staff load content onto the new website.

Pages containing attached files that are not accessibility compliant can be tagged for review and updating post-launch.

- **ACCESSIBILITY:** At minimum, the website design should incorporate best practices to meet requirements outlined in Section 508 of the Rehabilitation Act (29 U.S.C. 794d) See: [Technology Accessibility Playbook](#)
- **TRAINING:** Prepare the curriculum and provide three training sessions for the following roles:
  - Site Administrator Training
  - Department Administrator Training
  - Content Editor Training

Training sessions can be recorded, and materials provided to DRA for use in future training.

## PROJECT SCHEDULE

The proposed project schedule is set forth as follows:

Key Phase	Proposed Deadline
Research and Planning	June 7, 2021
Design	August 6, 2021
Content Development and Writing	September 24, 2021
Site Mapping and Programming	November 19, 2021
Testing and Review	December 17, 2021
Site Launch	December 31, 2021
Maintenance and Modifications	Ongoing

DRA reserves the right to alter the project schedule upon review of all proposals and throughout the period of performance.

## BUDGET AND TIMELINE

DRA expects this project may be funded up to **\$125,000**. The contract awarded for this project will be a FIXED-PRICE CONTRACT agreed to by the parties with payments on a quarterly schedule, or other schedule as negotiated between the selected contractor and DRA. The contract scope of work and budget shall remain firm during the project unless otherwise modified or directed at the sole discretion of DRA. The project must be completed no later than December 31, 2021.

Prospective responders should also include pricing for ongoing hosting expenses and pricing for website design and development work that may arise after the launch of the new website.

## **PROPOSAL FORMAT**

Prospective contractors must submit bids electronically to Susan Edwards at [sedwards@dra.gov](mailto:sedwards@dra.gov) no later than **5:00 PM CT on Friday, March 26, 2021**.

- 1. Transmittal Letter:** A transmittal letter must be signed by an individual authorized to legally bind the respondent. Please note these are ALL THRESHOLD items and failure to comply will or may cause immediate disqualification, so this letter must include:
  - a. A statement indicating that the respondent is a corporation or other legal entity, including tax identification number on IRS Form W-9.
  - b. A statement that the respondent does not discriminate in its employment practices with regard to race, color, religion, age (except as provided by law), sex, marital status, political affiliation, national origin, or disability.
  - c. A statement that no attempt has been made or will be made by the respondent to persuade any other person or firm to submit or not submit a bid.
  - d. A statement that the respondent has read, understands, and agrees to all provisions of this RFP without qualification.
  - e. A statement identifying that all amendments to this RFP issued by DRA have been received by the respondent. If no amendments have been received, a statement that the proposal will meet the requirements set forth in the RFP.
  - f. A statement of compliance with the Americans with Disabilities Act that the respondent does not discriminate against a qualified individual with disability because of the disability in regard to any term, condition, or privilege of employment.
  - g. If the proposal deviates from the detailed requirements of this RFP, the transmittal letter must identify and explain these deviations. DRA reserves the right to reject any proposal containing such deviations or to require modifications before acceptance.
- 2. Qualifications and Experience:** Provide a description of the history, experience, and qualifications of your firm/company/corporation and any proposed subcontractors\* to perform the Scope of Work.

Please include:

- a. Resumes and biographies of all staff assigned to the project, including an organizational chart for staff assigned to this project.
- b. List of capabilities corresponding to the Scope of Work.

- c. List of similar/relevant projects your firm/company/corporation has undertaken including results achieved.
- d. References, including contact information, from similar projects your firm/company/corporation has undertaken.
- e. Current capacity of firm/company/corporation to demonstrate availability to this project.

*\*If any element of the scope will be subcontracted, please provide the same information for the subcontracting firm, as DRA reserves the right to reject all subcontracts.*

3. **Approach to Website Features:** Provide a detailed description of your approach to each Website Features element.
4. **Project Work Plan and Milestones:** The proposal should describe the phases into which the proposed work can be logically divided and performed, closely following the website features outlined earlier. A schedule of milestones and deadlines should be specified for the completion of various elements. Bi-weekly progress meetings with DRA staff are also required.
5. **Cost Proposal:** This section must include all itemized cost information, including direct labor costs, labor overhead, estimated costs of any subcontracts, other direct costs, and total cost and fee or profit. Contractor should identify any assumptions and exclusions made in its cost proposal, and shall provide sufficient details as to proposed staffing, implementation strategy, and other factors of its plan to enable DRA to understand the contractor's basis of its cost proposal. Cost proposal should list each phase of the project separately, which should include the following:
  - a. Strategy Development
  - b. Design Direction
  - c. Website Delivery and Training
  - d. Migration
  - e. Hosting

For post-launch work, contractors should also include hourly rates for all proposed professional services by all individuals listed in section 2.a.

6. **Capacity:** DRA will assess the capacity of a contractor by reviewing:
  - a. A draft mock-up design of [www.dra.gov](http://www.dra.gov) home page and three to five additional pages of the contractor's choosing as proposed by the potential contractor. This mock-up design should be submitted with the proposal package.
  - b. Three to five websites, with URLs provided, which have been recently designed by the potential contractor shall be provided. These sites should include comparable functionality and complexity as DRA is proposing herein.



7. **Timeline:** Timeline will be a factor in the decision-making process and should be submitted with the bid. The website must be delivered and publicly launched no later than December 31, 2021.
8. **Documentation for Submission:** Proposal submissions should include any and all information necessary to allow DRA to fully assess the aforementioned criteria. This may include but is not limited to:
  - a. URL for mock-up design of DRA's home page.
  - b. Files in PDF format.
  - c. The written narrative, not to exceed 40 typed pages, describing the capacity of the potential contractor.
  - d. The pricing structure (hourly vs lump sum; deliverable based pricing, etc.), payment and invoicing procedures, or other information that outlines how pricing calculations were established. For example, pricing out subtotals for predevelopment meetings vs graphic design work vs development of active server pages vs beta testing, etc.
  - e. Any additional supporting documentation beneficial to DRA in its evaluation process.

## PROPOSAL SUBMISSION

Electronic submission shall be submitted by email in PDF format. The proposal must be received by Susan Edwards at [sedwards@dra.gov](mailto:sedwards@dra.gov) no later than **5:00 PM CT on Friday, March 26, 2021**. Contractor interviews may be conducted at the discretion of DRA.

Questions pertaining to the RFP and selection process should be directed to:

**Susan Edwards**  
Program Analyst  
[sedwards@dra.gov](mailto:sedwards@dra.gov)  
501.887.1449

## EVALUATION

The proposals will be evaluated based on the following criteria:

Demonstration of an innovative approach to the project requirements as outlined in the Scope of Work.	30 points
Timeliness, efficiency, and thoroughness of the workplan and project schedule.	25 points

Quality of written proposal.	20 points
Qualifications and past experience of project staff in web development, graphic design, and digital strategy.	15 points
Experience working with entities within the DRA region.	5 points
Cost effectiveness of the proposal.	5 points
<b>Total Points</b>	<b>100 points</b>

## **PROCUREMENT, TERMS, AND CONDITIONS**

Proposals will be thoroughly evaluated in order to identify which are acceptable. The contract award shall be made to the responsible respondent whose proposal is determined to be the most advantageous to DRA. DRA reserves the right to reject any and all proposals. DRA reserves the right to award the contract to the respondent best suited for fulfilling the contract deliverables. Lowest price will not be a consideration for awarding the contract. DRA reserves the right to decline or award a contract from this RFP.

### **Rules of Procurement**

To facilitate the procurement of this contract, various rules have been established. They are described in the following paragraphs.

#### **No Contingency Fees**

The contractor shall not pay any fee, commission, percentage, or brokerage fee; shall not offer any gift nor any other consideration contingent upon or resulting from the award of a contract to perform the specifications of this RFP.

#### **Independent Price Determination**

A proposal will not be considered for award if the price in the proposal was not arrived at independently, without collusion, consultation, communications, or agreement as to any matter relating to such prices with any other offer or with any competitor.

#### **Multiple Proposals**

The respondent is prohibited from making multiple proposals.

#### **RFP Amendments**

DRA may withdraw or cancel this RFP any time prior to the award of a contract. DRA may amend this RFP by issuing a notice of amendment prior to the opening of proposals. In unusual circumstances, DRA may postpone a proposal opening in order to give sufficient time to respond to an amendment.

**Costs of Preparing Proposals**

Costs for developing any proposals will be the sole responsibility of the respondent whether or not any award results from this solicitation. DRA will not provide reimbursement for such costs.

**Disposition of Proposals**

All proposals become the property of DRA and shall be a matter of public record subject to provisions of the Freedom of Information Act, 5 U.S.C.A. § 552, As Amended by Public Law No. 104-231, 110 Stat. 3048. In order to prevent any parties from obtaining information that would result in an unfair competitive advantage, no proposal will be released prior to the announcement of the results of the procurement process.

If the proposal contains material that is considered by the respondent to be confidential, the respondent will so designate the material on a separate page after the Transmittal Letter and state the legal basis for the claim of confidentiality. In responding to any requests under the "Freedom of Information Act" for materials so designated, DRA will review the basis for the claim of confidentiality to determine if the claim of confidentiality appears justified. If there appears to be a valid basis for the claim of confidentiality, the material will not be released.

If in the judgement of DRA, there is no valid justification for the claim of confidentiality, the respondent will be notified prior to the release of the information.

**Incorporation into Contract**

Appropriate portions of the successful proposal may be incorporated into the contract and will be a matter of public record subject to disclosure under the provisions of the Freedom of Information Act, 5 U.S.C.A. § 552, As Amended by Public Law No. 104-231, 110 Stat. 3048.

DRA will have the right to use all ideas, or adaptations of those ideas, contained in any proposal received in response to this RFP. Selection or rejection of the proposal will not affect this right.

**Proposal Amendments and Rules for Withdrawal**

A proposal may be amended or withdrawn by a respondent prior to the opening date and hour. After the opening of the proposals, DRA may, in its sole discretion, permit withdrawal of a proposal when the best interest of DRA would be served. Generally, withdrawal will be allowed only in cases where a respondent has made an honest mistake not resulting from negligence. No amendment or withdrawal will be permitted after an award has been made.

**Acceptance of Proposals**

DRA reserves the right to request necessary amendments, reject any or all proposals received, or cancel this RFP, according to the best interest of DRA. DRA also reserves the right to waive minor irregularities in proposals provided such action is in the best interest of DRA.

Where DRA may waive minor irregularities, such waiver shall in no way modify the RFP requirements or excuse the respondent from full compliance with the RFP specifications and other contract requirements if the respondent is awarded the contract.

### **Rules Regarding Acceptance of Proposals**

All proposals properly submitted in accordance with the above rules shall be accepted by DRA. However, DRA reserves the right to request necessary amendments or supplementation to proposals or to reject any or all proposals received, amend the RFP, or cancel this RFP at any time, according to the best interest of DRA.

DRA reserves the right to waive minor irregularities in proposals providing they meet the rules of procurement and mandatory requirements. Such a waiver shall be done in the best interest of DRA and shall in no way modify the RFP requirements or excuse the respondent from full compliance with the RFP specifications, including contract requirements if the respondent is awarded the contract.

### **Contract Award**

Upon completion of the proposal evaluations, DRA will send a notice of intended contract award to all respondents whose proposals were evaluated.

DRA reserves the right to enter into a contract as a result of this RFP. If a contract is awarded, it shall be awarded to the respondent whose proposal is determined to be most advantageous to DRA based on the selection criteria.

### **Contingency**

The awarding of the contract may be contingent upon the appointment of a federal member by the President of the United States and consent of the United States Senate, and thus, the deadlines and project schedule referred to herein may be delayed at the discretion of DRA.

### **Evaluations Organization**

DRA staff will evaluate the merit of the proposals according to established criteria.

### **Evaluation of Threshold and Administrative Requirements**

Each proposal will be evaluated to determine if it is complete and whether it complies with the instructions to Respondents listed in this RFP.

Each proposal that is incomplete or fails to comply with the RFP will be declared non-responsive and will be rejected with no further evaluation. Any proposal that includes significant inconsistencies or inaccuracies may be rejected. DRA may waive minor irregularities or reject any or all proposals. DRA reserves the right to request clarifications from Respondents.

### **Performance Indicators and Performance-Based Contracting**

**The duration of the contract will be April 19, 2021 through December 31, 2021 and may be extended at the sole discretion of DRA.**

The contractor must comply with all statutes, regulations, codes, ordinances, and licensure or certification requirements applicable to the contractor or to the contractor's agents and employees, and to the subject matter of the contract. Failure to comply shall be deemed inadequate performance.

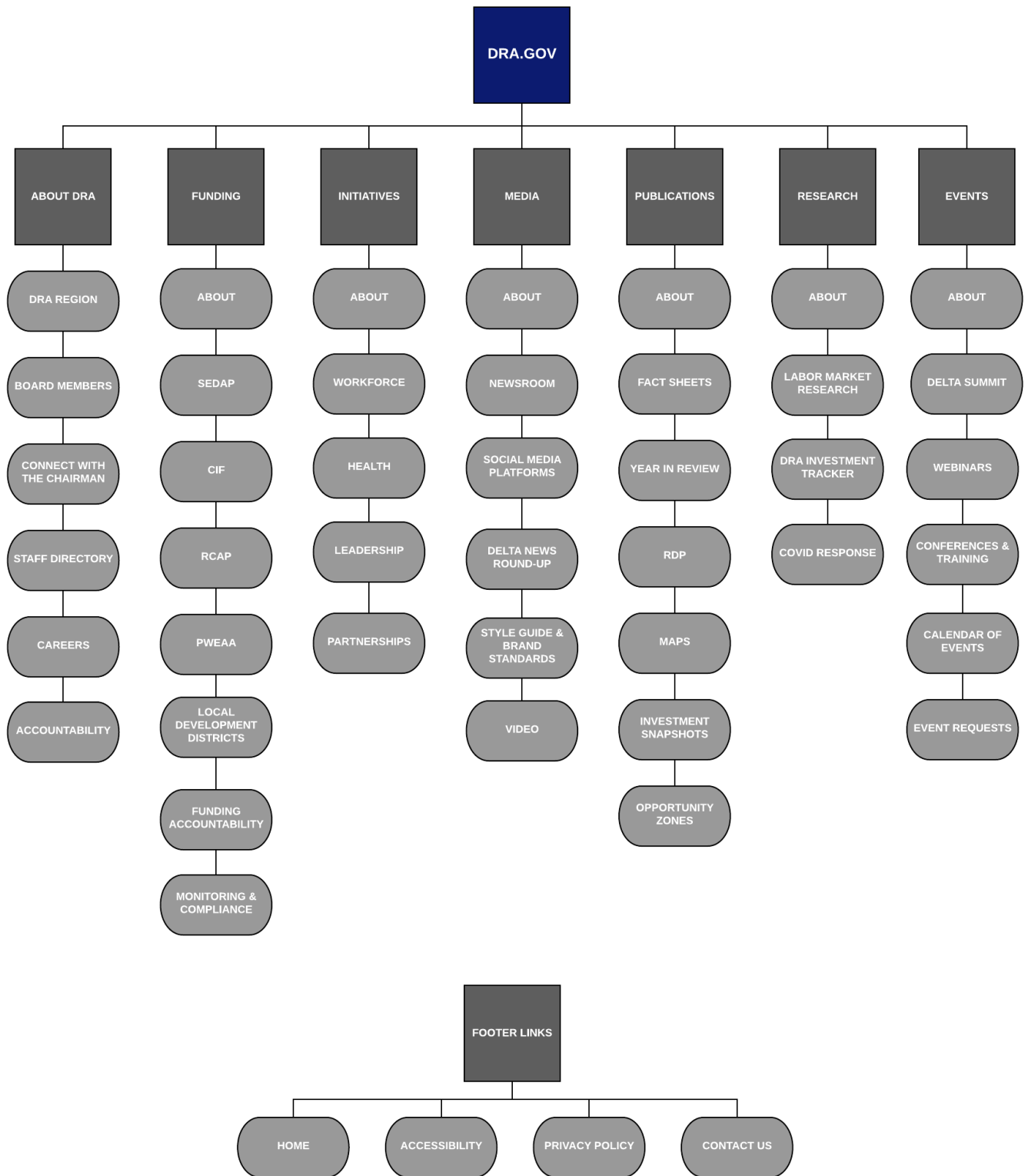
Performance evaluations shall be conducted prior to the completion of the contract as necessary to determine if the contractor's performance is adequate. In addition, a performance evaluation shall be conducted as soon practical after the contract performance is completed. Final payment shall not be made unless and until a performance evaluation evidencing adequate performance is submitted. Some examples of the contract program deliverables and performance indicators are included in this RFP. Other deliverables and performance indicators may be added during the contract process.

### **Terms and Conditions**

DRA shall not, under any circumstances, be responsible for any cost or expenses associated with this proposal including, but not limited to, research, investigation, development, preparation, duplication, production, collation, packing, delivery, transmittal, or presentation of the proposal or any related information, data documentation, and material. All costs and expenses incurred by the responder in connection with this proposal submittal shall be the sole responsibility of the responder.

No institution or person shall be discriminated against on the grounds of race, color, citizenship status, national origin, ancestry, gender, sexual orientation, age, weight, religion, creed, physical or mental disability, marital status, veteran status, political affiliation, and any other factor protected by law in consideration for an award issued pursuant to the RFP. DRA is committed to the principles of equal opportunity and the elimination of all vestiges of discriminatory practices that might exist.

## APPENDIX A: DRAFT SITE MAP



## **APPENDIX B: DRA STYLE GUIDELINES**



## 2021 STYLE GUIDELINES



# About Delta Regional Authority

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Established in 2000 by Congress, the Delta Regional Authority (DRA) makes strategic investments of federal appropriations to improve regional economic opportunity by helping to create jobs, build communities, and improve the lives of nearly 10 million residents in the 252 counties and parishes of the eight-state region. Investments into the DRA region's physical and human capital improve transportation and basic public infrastructure, strengthen workforce development pipelines, and promote local business environments. DRA supports job creation and economic prosperity through innovative approaches that grow local and regional leadership, increase access to quality healthcare, and boost opportunities for entrepreneurs to obtain affordable capital.



Supporting job creation.

Building communities.

Improving lives.

## Primary Seal

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*Primary Seal to be used on white background only.*

## Black and White Seal

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## Special Use Seals

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*Special use seals are to be approved by Delta Regional Authority on a per use basis.*

## Program Logos | HEALTH

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Delta Doctors



Innovative Readiness Training\*



*\* Permissible use in partnership with the U.S.  
Department of Defense*

## Program Logos | LEADERSHIP

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Delta Leadership Institute



Delta Leadership Institute Alumni Network



Delta Leadership Institute Executive Academy



Delta Leadership Institute (*ICON-only*)



## Program Logos | WORKFORCE

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# Brand Colors

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R 15  
G 24  
B 80

Hex #0F1850

C 81  
M 70  
Y 00  
K 69

R 196  
G 155  
B 46

Hex #C49B2E

C 00  
M 21  
Y 77  
K 23

R 255  
G 255  
B 255

Hex #FFFFFF

C 0  
M 0  
Y 0  
K 0

R 127  
G 127  
B 127

Hex #7F7F7F

C 0  
M 0  
Y 0  
K 50

R 0  
G 0  
B 0

Hex #000000

C 0  
M 0  
Y 0  
K 100



# Typography

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**Helvetica Neue Condensed Bold**

Helvetica Neue Medium

Helvetica Neue Regular

Helvetica Neue Light

# Contact

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For DRA digital artwork, please contact Susan Edwards at [sedwards@dra.gov](mailto:sedwards@dra.gov).

## Delta Regional Authority

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